

QComp Technologies

GROWTH WITH INBOUND

WEIDERTGROUP



MARKETING GOAL

It's the shared goal of QComp and Weidert Group to generate the quantity and quality of leads needed to support business growth goals.

GROWTH WITH INBOUND

The recommended growth plan for QComp starts with a strategic foundational period, followed by 90-day roadmaps to build and continuously improve upon a custom inbound program.

1

DEVELOP QCOMP'S BRAND STRATEGY

Develop the QComp branding strategy for improved communication around differentiation and providing value

TIMELINE: March - April

2

SET THE INBOUND STRATEGY

Develop the Playbook for the QComp inbound program, strategize, and set-up foundational items

TIMELINE: May - June

3

MIGRATE AND/OR REDESIGN WEBSITE

Migration of qcomp.com from WordPress to HubSpot

TIMELINE: TBD

4

INITIATE THE CORE PROGRAM

Attract, engage, and delight leads and customers for QComp; continuous improvement and optimization

TIMELINE: July



WEIDERT GROUP'S PROMISE:

To do everything in our power to transform and profitably grow clients' businesses.

QCOMP'S FLYWHEEL



Every stage of the buyer's journey is interconnected, from **stranger** to **prospect, customer, and promoter**. This means your marketing, sales and service should be, too. The more force you apply and friction you remove, the better the experience for your customers. The following recommendations for attracting, engaging, and delighting (QComp's Flywheel) are the building blocks for your initial "core" monthly inbound program.

MANAGE CUSTOMER RELATIONSHIPS

ATTRACT

- Publish content that answers your buyers' questions with **blog articles**
- Promote your content through **email and social media** channels
- Optimize your website for the user experience/conversion and for being found on search engines with **SEO and paid advertising**

ENGAGE

- Convert leads with **videos, gated content offers,** and live chat/chatbots
- Nurture with **marketing automation workflows**
- Qualify leads for sales with **lead scoring**
- Connect with leads quickly with automated **lead notifications and sales sequences**

DELIGHT

- Gather and manage **customer feedback**
- Promote **case studies** and reviews/testimonials
- Segment **customer emails** and **nurturing workflows**
- Deliver exceptional service with **live chat/chatbots**
- Engage with promoters through **social media monitoring**

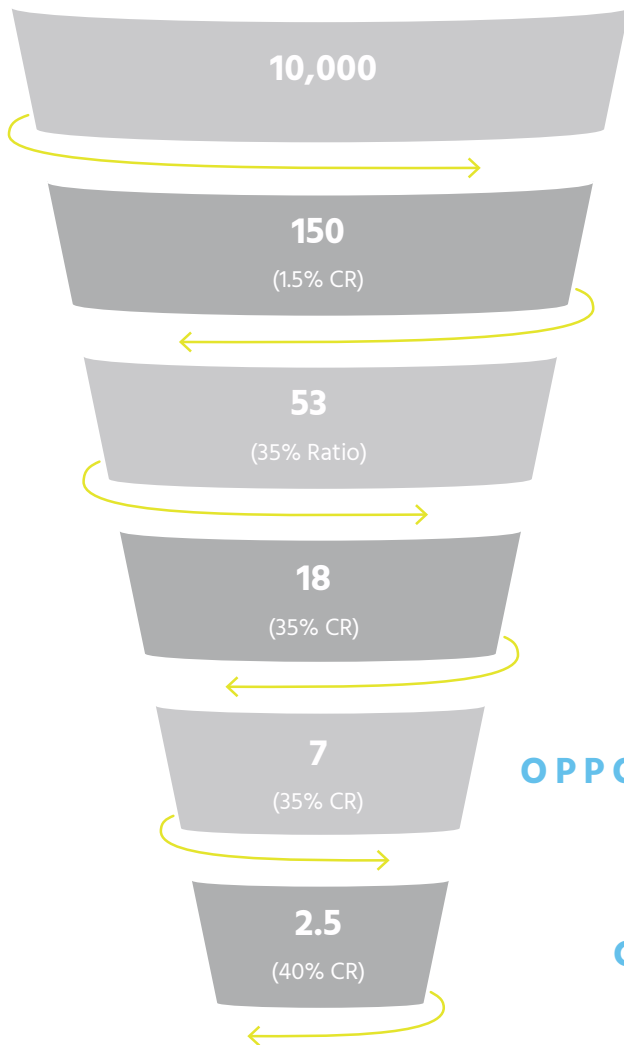
TRACK, ANALYZE & ADJUST

- Track and monitor performance, customer acquisition, and ROI with **analytics/reporting**
- Adjust/optimize program as needed to make it even more powerful with data-driven decisions and **strategic 90-day roadmaps**

BD FUNNEL & KPIs

Base KPIs we'll measure as we collect data from QComp's inbound marketing program are shown below.

CURRENT FUNNEL METRICS



SESSIONS

Total number of **monthly** sessions to the site

CONTACTS

Total # of visitors that converted as leads by filling out a form

SQLS

Marketing Qualified Leads fit the demographics of what a good customer looks like

SQLS

Sales Qualified Leads are ready to be engaged in the sales process

OPPORTUNITIES

Opportunities are open deals

CUSTOMERS

Total # of **monthly** customers gained with inbound

BRAND STRATEGY

MARCH - APRIL



BRAND STRATEGY KICKOFF DAY

This day of in-person meetings will take place at QComp's office. The agenda of the kickoff day includes:

- A further deep dive into understanding the nuances of your **business model and growth aspirations**
- **Internal interviews** with customer-facing and leadership teams
- Discussions to inform QComp's Inbound Plan & Playbook:
 - Discussion on what the **ideal customer** looks like to further refine QComp's existing persona profiles
 - Full team **Buyer Journey Workshop**
 - Discussion on **lead qualification and management**

CUSTOMER INTERVIEWS

Interviews with customers help us understand the buyer journey, needs, thought processes, their view of QComp's value proposition, objections, what they think are pros and cons of their decision to work with you, etc.

We'll use this information to **articulate your competitive advantage and positioning and create content that addresses prospects' needs and aligns with their "states of mind" related to your products and services.**

Includes 4-6 phone interviews.

COMPETITIVE REVIEW

The review identifies what competitors are doing online (right and wrong), what their main message to prospects is, what kind of brand they've created and how it is positioned, and **where our opportunities are relative to their activities.**

BRAND STRATEGY FOUNDATION

Once interviews with your customers and an analysis of your competition are complete, we dig into **what makes QComp stand out and how to communicate with your audience moving forward.** We define where and how you win when vying for customers with your competition. It's also important to outline QComp's **brand story and manifesto**, giving the company its purpose. This results in the development of a **positioning statement** articulating who you're talking to, what they want, how we deliver it, and how we want to make the prospect feel. We also seek to codify what QComp's **unique value proposition** and create an **elevator speech.** Finally, this step outlines the overall **brand voice and personality** to be used to connect with your audience.

MESSAGING PLATFORM

Based on all previous work we develop your brand messaging: **the messages that will have the greatest impact on our best prospects, and what will be most effective in motivating/convincing them to work with QComp.** These messages are foundational to all content (blogs, web, and advanced content) and social media. The platform includes primary and secondary messaging, as well as narrative direction and tone.

PERSONA WORKSHOP & DEVELOPMENT

This interactive workshop draws a detailed picture of the people we want most to attract to the website and content. The demographics and psychographics help us create copy that zeros-in on their unique needs, aligns with how they think, speaks their language, and can be written to overcome hurdles/reluctance/skepticism we believe they have. This allows us to create content that has power to motivate them to work with QComp. Includes a 2-hour workshop via Zoom video conference.

BRAND MOOD BOARD

While the overall messaging and brand foundation outlines the way in which we communicate with our audience, equally important is the visual story that QComp has to tell. Taking into account all of the elements in this section, we outline a more detailed expression of the brand and present our concept using a mood board. A mood board is a snapshot or "nutshell" of the basics of the brand – color palette, fonts/typefaces, CTA button hover-overs, imagery, and iconography. Once accepted, we'll use the mood board and its general direction to guide the visual elements on all upcoming branding work (things like PPT templates, website/page design, content templates, visual social posts, etc.).

PURPOSE: You can expect regular contact with your team and others (our president is always available to talk, as is anyone else in the agency). Our teams hold regular status calls to discuss progress and touch base on outstanding items. But communication is essentially ongoing – we respond quickly, we answer questions thoroughly and we offer insights when we see a need for changes to be made to your program.

NEW CLIENT ORIENTATION + LEVEL 2 MEETINGS & SUPPORT

(4) 30-minute virtual status calls with agenda and call summaries, plus ongoing program management for the months of the foundational program

Weidert Group

- Conduct a new client orientation call
- Provide agenda and call summaries for status calls

QComp

- Attend status calls every other week

INBOUND PLAN & PLAYBOOK

MAY - JUNE



SEO LANDSCAPE ANALYSIS

The evaluation of the current SEO landscape includes an overview of the organic performance of your direct competitors, as well as identifying any additional sites competing for the same keywords. This data, combined with the discovery from our workshops, will **inform the right mix of content types and keyword targets.**

CONTENT WORKSHOP

In order to **develop the right mix of content focus areas**, we'll discuss your personas and their buyer's journeys, strategize around your brand purpose and how that can translate into authority-building content, and identify any individuals (internal or from external relationships) that can help create thought leadership content.

The latter part of this workshop will be spent brainstorming content ideas together, filling the content wishlist with a variety of topics that satisfy the range of content needed for a successful SEO and content strategy.

SEO & CONTENT STRATEGY

This is where we combine all of the inputs gathered throughout the Playbook process and build a focused SEO and content strategy that will **provide brand awareness and SERP visibility, qualified leads, and increased domain authority via backlinks and other content partnerships.** The SEO and content strategy includes:

- Recommended ratio of content focus areas (awareness, lead gen, authority building & thought leadership)
- Thorough topic clusters backed by extensive keyword research
- Initial buyer's journey content maps
- Strategy for purpose-driven SEO partnerships, if applicable
- SME and topic lists for thought leadership content
- Link building strategy
- Off-page SEO opportunities
- Updating HubSpot SEO Topics tool with topic cluster keywords
- Setting up a Search Insights Report with appropriate data
- Adding target keywords to SEMrush for ongoing position tracking
- Creation of Buyer's Journey Content Maps
- Creation of initial Editorial Calendar for both written and video elements

CONTENT PROMO STRATEGY - SOCIAL MEDIA & PAID ADS

This section outlines the relative value of organic social media platforms for use as promotion tools for QComp's content, **outlines protocols for engagement**, and includes how paid ad channels (Google & LinkedIn) will also be leveraged. The recommended engagement is based on the prospects' likelihood to be on specific platforms and the types of issues/challenges they're experiencing.

LEAD QUALIFICATION & MKTG AUTOMATION STRATEGY

Our lead qualification strategy is based on specific information we want to gather in order to qualify and segment lead conversions as well as to develop the most appropriate nurturing workflows. This will help ensure that we're **keeping leads engaged with content that moves them further along in their buyer journeys**.

REPORTING & KPI STRATEGY

Because tracking performance and adjusting as necessary are core to the success of inbound marketing, the KPIs identified are those we will monitor, analyze and report on during regular review calls. QComp's performance against industry benchmarks will be closely evaluated and will **guide our recommended activity adjustments**.

FINAL PRESENTATION

A 90-minute final presentation will be scheduled to share the final Playbook.

PURPOSE: Once your Playbook strategy is set, we'll complete the following set-up items to prepare for your ongoing inbound program.

MARKETING AUTOMATION SETUP

- Setup of basic email workflow automation per recommendations in the Plan & Playbook
- Setup of backend automation for ongoing lead segmentation and lead alerts
- Lead scoring setup

PAID ADS SETUP

Includes new ad campaign setup for two Google Search & Display & LinkedIn ads:

- Ad copy for Google Search & Display Ads, plus LinkedIn Ads
- Ad graphics for Google Display and LinkedIn Ads
- Creation of two paid ads landing pages
- Setup, implementation and optimization of the paid ad campaign changes/additions in their respective channels
- Creation of 24/7 datawalls in Databox with campaign metrics for each ad channel
- Setup of HubSpot custom lists and automated workflows to compile campaign data and notify QComp team members of incoming leads
- Campaign launch of new ads

REPORTING TEMPLATE & DATABOARDS SETUP

Creation of custom Databoards (up to 3) for real-time reporting per recommendations in the Plan & Playbook.

BRAND STYLE GUIDE

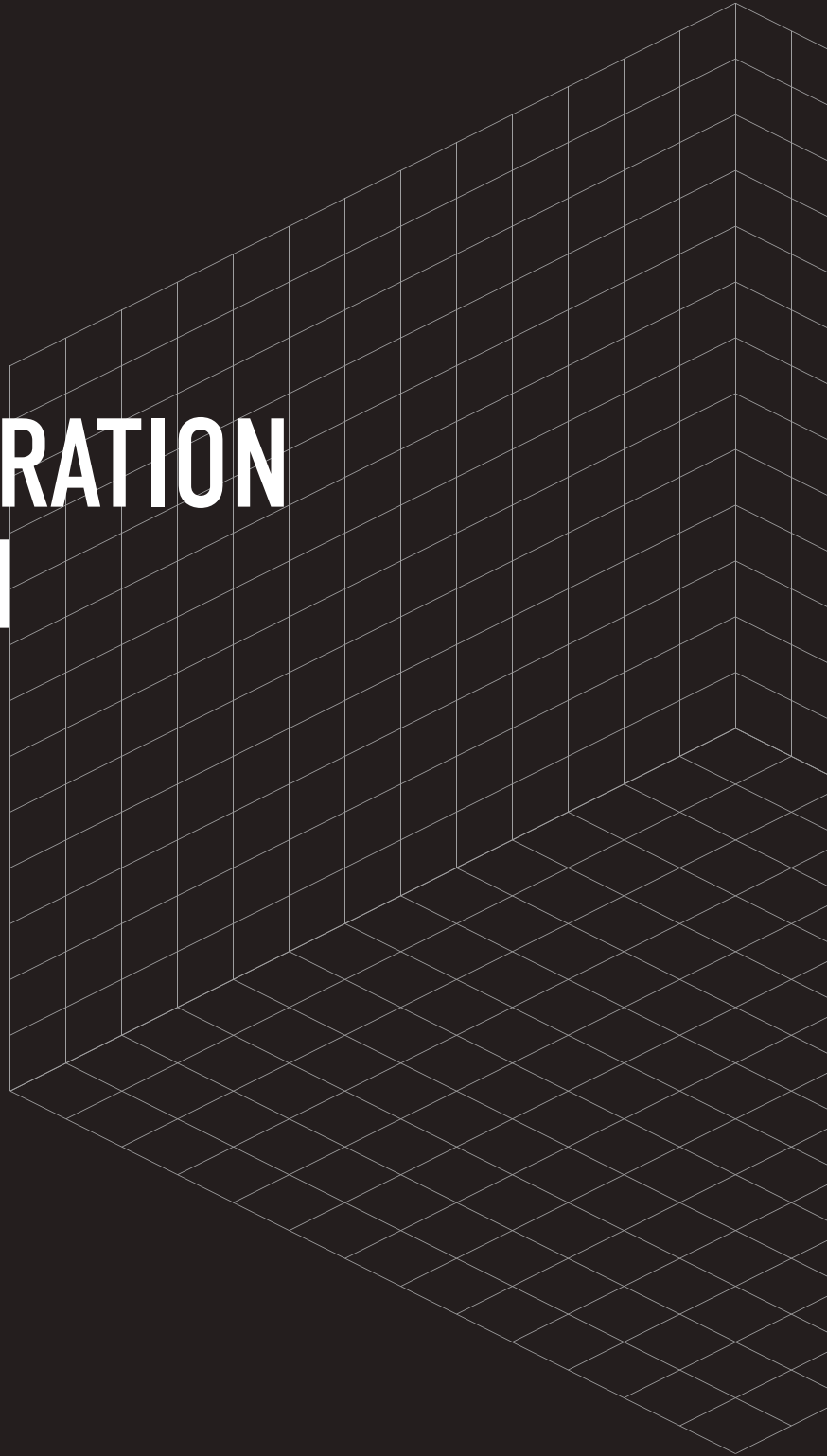
All the decisions that go into developing a new brand are outlined in a Brand Style Guide, to be used by both our team and, in situations where you're creating communications materials, yours. The Style Guide is the "bible" of your brand, with all the detail needed to make sure no one ever misrepresents it. It includes color palette, fonts/typefaces, the messaging platform, visual/photographic/illustrative guidelines, logo usage, etc. It will clearly inform users on what can and cannot be done with your brand and its elements.

LEVEL 2 MEETINGS & SUPPORT

(1) 30-minute virtual status call every other week with agenda and call summaries, plus ongoing program management for the months of the foundational program.

WEBSITE MIGRATION VS. REDESIGN

TIMELINE TBD



WEBSITE OPTIONS

OPTION A: HUBSPOT MIGRATION & IM ENABLEMENT

Weidert Group will provide support of a HubSpot migration of qcomp.com from WordPress to HubSpot

	ACTIVITY	DELIVERABLES
PHASE 1	Migration	<ul style="list-style-type: none">• 2–4 week migration with HubSpot
PHASE 2	HubSpot Setup	<ul style="list-style-type: none">• Blog settings• Email DNS• Connect social accounts• Connect GA4, Tag Manager, Search Console
PHASE 3	Audit	<ul style="list-style-type: none">• Final site audit after migration prior to launch
PHASE 4	Go Live	<ul style="list-style-type: none">• Final DNS setup• Apex redirect
PHASE 5	Mockups	<ul style="list-style-type: none">• Blog listing/post mockup• (1) CTA template
PHASE 6	Development	<ul style="list-style-type: none">• (2) Blog templates• (3) Email templates• (2) LP/TYP templates (1 ea)• (3) Subscription templates• Browser mobile testing• Revisions and publishing

OPTION B: FULL SITE REDESIGN

Full website redesign will require scoping.

QUARTERLY INBOUND ROADMAPS

ROADMAP 1: JULY - SEPT



QUARTERLY ROADMAP CORE PROGRAM

ATTRACT:

BLOG ARTICLES

PURPOSE: Companies that make a commitment to regularly publish quality content to their blogs reap the biggest rewards in terms of website traffic and leads – and those results continue to pay out over time.

- Improve SERP rankings
- Demonstrate your knowledge and authenticity
- Build prospect trust and credibility
- Provide prospects help with no strings attached
- Allow a broad audience to regularly engage and provide affirming online votes on your behalf

Weidert Group

- Write 7 blogs/qtr, format and publish in HubSpot. Includes interviews w/ SMEs for half the blogs

QComp

- Review and approve blog articles
- Provide access to SMEs as needed

ATTRACT:

CONTENT PROMOTION

PURPOSE: Your content must be seen by your best prospects to have power to build your business.

- Distribute content and engage with target buyers
- Advance leads through the buyer journey
- Alert contacts who download content that you've got additional content they'll find useful

QComp

- Write and publish social media posts based on agreed-upon strategy and schedule
- Monitor social media channels
- Regular posting by select team members on LinkedIn personal profiles (using provided lead-ins)
- Create and send monthly blog-in-review email newsletter

QUARTERLY ROADMAP CORE PROGRAM

ATTRACT:

PAID ADVERTISING/PPC

PURPOSE: Paid ads can make QComp, its key content, and information about products and services visible at or near the top of the page for the keywords we bid on in Google. These ads will also bring attention to and drive awareness of QComp in image-based ad channels like Google Display and LinkedIn.

A \$3,000 monthly budget for PPC search and display ads, executing on the recommendations in QComp's Marketing Playbook. Recommending monthly management (optimization, iteration, adjustments and reporting for):

- Google Search ads
- Google Display ads
- LinkedIn Ads

Weidert Group

- Create ads and actively manage campaigns

QComp

- Review and approve ads

QUARTERLY ROADMAP CORE PROGRAM

ENGAGE:

VIDEOS

The types of **video** that have value is almost endless. While some might require camera-and-lights setups (as well as post-production elements like animation, voiceover, motion graphics, etc.), others can be done effectively with simple setups and limited post-production work. Remember, too, that **video is evergreen and can be used for more than one project**. Video can attract traffic for years (as long as facts are updated as needed) and the footage captured during a shoot can be repurposed to make social posts and even other videos.

Weidert Group

- Execute on the video content recommendations in QComp's Plan & Playbook with a \$5,000 video budget set aside for each roadmap

QComp

- Review and approve content
- Provide access to SMEs and facilities as needed

ENGAGE:

TARGET-SPECIFIC ADVANCED CONTENT

PURPOSE: The more **advanced content** (infographics, eBooks, case studies, tip sheets, etc.) you have as conversion offers, the greater your chances of turning up as a search result to a target's question or need and turning him or her into a lead — and a customer.

- Turn visitors into leads
- Attract new leads and re-engage existing leads
- Allow for "next conversion" opportunities
- Capture lead data

Weidert Group

- Create (1) advanced content pieces (5-8 page ebook or infographic) with content support landing page, thank you page, email and CTA graphic

QComp

- Review and approve content
- Provide access to SMEs as needed

QUARTERLY ROADMAP CORE PROGRAM

ATTRACT, ENGAGE, TRACK/ANALYZE/ADJUST: ONGOING SEO SUPPORT

PURPOSE : Since SEO is not a one-time event and takes ongoing management. To continually improve rankings and meaningful traffic, we perform ongoing SEO analysis, optimization, and support as part of your program:

- Ongoing monitoring and reporting on SEO progress and new opportunities
- Ongoing assessment of recommended on-page SEO updates/refinements based on keyword rankings data
- Ongoing assessment of backlink opportunities and the possibility of once per quarter backlink campaigns

Weidert Group

- Ongoing SEO analysis and management includes determining a priority list of improvements/corrections from SEO audit
- Periodic backlink campaigns
- Ongoing corrections of search engine crawl errors/usability alerts from Google, ongoing on-page SEO updates, website page updates/additions, etc.

QComp

- Review and approve recommendations

TRACK/ANALYZE/ADJUST: MONTHLY REPORTING & 90-DAY ROADMAPPING (INCLUDES 90-DAY EDITORIAL CALENDAR)

PURPOSE : Every 90 days we quickly assess and fine-tune your inbound program based on what we see is working, what's not, and new challenges and opportunities you may be facing. Sometimes little change is needed and the roadmap for the next 90 days is very similar; other times we'll take bigger steps to optimize performance or pursue emerging opportunities. Includes meeting to review previous quarter and discuss next quarter's goals and recommendations.

Weidert Group

- Prepare monthly reporting on key metrics
- Prepare 90-day roadmap recommendations based on data, including editorial calendar for content creation and publishing (blog/vlog, advanced content, and video content)

QComp

- Attend roadmap meeting; approve 90-day roadmap for next quarter

QUARTERLY ROADMAP CORE PROGRAM

TRACK/ANALYZE/ADJUST:

LEVEL 2 MTGS & MARKETING SUPPORT

PURPOSE: You can expect regular contact with your team and others (our president is always available to talk, as is anyone else in the agency). Our teams hold regular status calls to discuss progress and touch base on outstanding items. But communication is essentially ongoing – we respond quickly, we answer questions thoroughly and we offer insights when we see a need for changes to be made to your program.

(1) 30-minute status call every other week with agenda and call summaries, plus time budgeted each quarter for program management and support as needed. Also includes access to Databox datawalls for 24/7 reporting.

Weidert Group

- Provide agenda and call summaries for each status call

QComp

- Attend status calls every other week

FUTURE PHASES



ACCOUNT-BASED MARKETING (ABM)

ABM PAID ADS CAMPAIGNS

PURPOSE: Companies that have specific targeted companies, industries, and audiences in mind may benefit from an Account Based Marketing (ABM) campaign. This approach is ideal for clients who do not have an extensive list of individual contacts at the target companies. In order for these ABM campaigns to perform well, accurate buyer personas must be identified and fully formed.

PHASE 1: Targeted account lists are created, either generated from feedback from QComp or from internal research conducted by Weidert Group.

PHASE 2: Using the targeted accounts, Weidert Group will research related companies within those same and similar industries and verticals. From this combined data, Weidert Group will conduct research to identify the sizes of the various ad audiences to determine viability.

PHASE 3: Once the ad segments are identified and have sufficient audiences, Weidert Group will create ad collateral for use in PPC campaigns that aligns the appropriate messaging with the specific personas. Weidert Group will also determine and create (if necessary) the appropriate lead nurturing and follow-up steps.

Post-launch, Weidert Group will continually monitor the campaign segments and make appropriate adjustments to targeting, visual elements, budgeting, and other factors to optimize performance.

CRM SELECTION

Weidert Group can help QComp evaluate HubSpot Sales Hub as an alternate Sales CRM. If it's the right fit, we can also provide support with setup, training, and sales enablement.

Sales Software That Grows With You

Start with free tools and upgrade as you grow, or hit the ground running with one of our premium editions.

Free

100% free.
No credit card required.

Popular features —

- ✔ Contact management
- ✔ Deal pipeline
- ✔ Quotes
- ✔ Meeting scheduling
- ✔ Live chat
- ✔ Reporting dashboard

Starter

Starting at \$45/month

Popular features —

- ✔ Everything in Free
- ✔ Simple automation
- ✔ Goals
- ✔ Conversation routing
- ✔ Multiple currencies
- ✔ Rep productivity performance

Professional

Starting at \$450/month

Popular features —

- ✔ Everything in Starter
- ✔ Deal stage, task, and lead rotation automation
- ✔ Sequences
- ✔ Teams
- ✔ Custom reporting
- ✔ Phone support

Enterprise

Starting at \$1,200/month

Popular features —

- ✔ Everything in Professional
- ✔ Custom objects
- ✔ Predictive lead scoring
- ✔ Playbooks
- ✔ Forecasting
- ✔ Recurring revenue tracking

ABOUT US

WEIDERT GROUP



YOUR TEAM

ACHIEVEMENTS

- We've been a HubSpot partner since early 2011, and we practice all that we preach
- We reached Diamond level partner status in 2020
- We've won multiple North America HubSpot Impact awards for website and inbound results
- Multiple winner of various Best Company awards
- Earned a spot on the 2022 "Inc. 5000" list of the fastest-growing private companies in America

THE TEAM

- 39 full-time, employees (33 NEWI, 6 remote)
- Employee-owned company (ESOP) since 2017
- Full-service – we offer every capability needed to thoroughly execute an integrated inbound program

EXPERIENCE

- For 30 years we were a traditional marketing firm. We formalized our inbound transition in 2011 and now help clients do the same. We know how to jump the hurdles, minimize pushback from Sales, and plug in to start getting leads from the moment a program is implemented

EXPERTISE

- Every one of our 39 teammates is certified by HubSpot as having the highest level of expertise in inbound marketing methodologies and additional related inbound certifications that broaden our capabilities



OUR SPECIALIZED EXPERIENCE

We've developed programs and written content for complex industries and companies such as:



OmPrompt

KloudData



SOLVOYO



Preact



INVESTORS
COMMUNITY BANK

KAYSUN

US Lubricants



SENTRY

GRANDE
CUSTOM INGREDIENTS GROUP



SEAGATE

esop
PARTNERS™

WIPFLI
CPAs and Consultants



GORDON FLESCH®
COMPANY, INC.
BUSINESS TECHNOLOGY. MANAGED.™

HUI
CENTERED AROUND YOU

CUNA MUTUAL GROUP



TANK COMPANY
Employee Owned



CRAY

FALCON
STRUCTURES

PUMPTec

CPS
architects of
what's possible



STROUSE

RITTAL



CAPABILITIES

Our team helps clients attract qualified new business opportunities online, and assist with nurturing and qualifying those opportunities for the Sales team.

MARKETING STRATEGY

- Branding (logo + positioning)
- Marketing Plan Development

WEBSITE DEVELOPMENT/ OPTIMIZATION

- Website Planning/Strategy
- Website Design
- Website Content Development
- Website Programming
- Search Engine Optimization (SEO)
- Growth-Driven Design (GDD)

DESIGN

- Web Graphics
- Printed Materials
- Tradeshow/Event Graphics
- Signage

CONTENT CREATION & PROMOTION

- Email Campaigns
- Blog Articles
- Downloadable Content Resources:
eBooks, whitepapers, infographics, etc.
- LiveChat/Chatbots
- Landing Pages
- Website Copy
- Videos
- Print & Digital Ads
- Public Relations/Press Releases
- Marketing Automation

SALES ENABLEMENT

- Service Level Agreement (SLA)
- Sales Templates (phone + email)
- Sales Library Content
- HubSpot CRM & Tools Training
- Social Selling Training (LinkedIn)

CASE STUDY: WEIDERT GROUP

PROBLEM

- Not differentiated in a meaningful way from our competitors
- Doing cold-calling with little success, or relying on word-of-mouth and networks for referrals

SOLUTION

- A comprehensive, integrated IM program that:
- Attracts our best prospects to our website
 - Provides relevant content that helps them progress in their buyer journey
 - Demonstrates our expertise

1,248 →

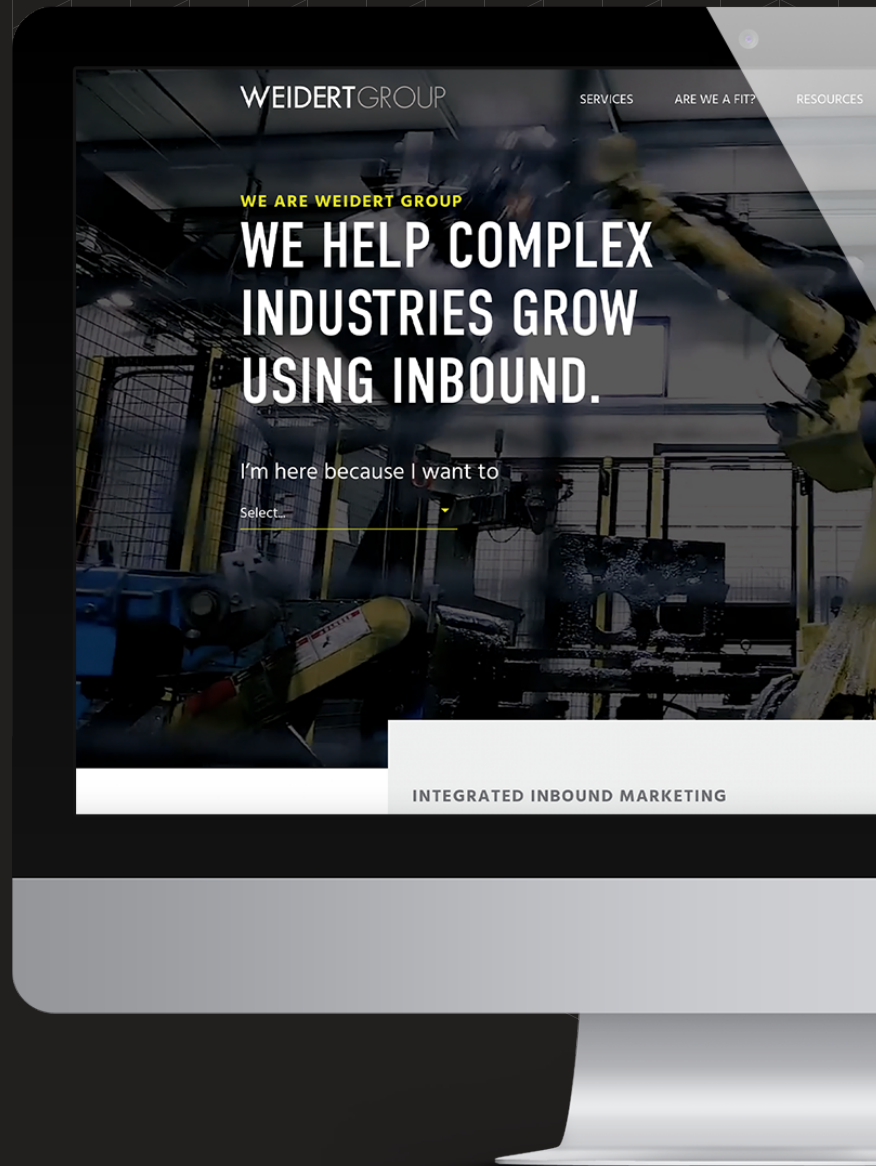
90k TOTAL TRAFFIC

290 →

77k ORGANIC TRAFFIC

11 →

500 LEADS



CASE STUDY: FALCON STRUCTURES

PROBLEM

- Take initial inbound efforts to “the next level” to reach short- and long-term goals and KPIs
- Leverage their industrial experience to precisely target and meaningfully engage the right prospects (communicate more clearly to military, construction, manufacturing and other audiences and not to consumers)
- Evaluate the company’s existing branding and, if needed, revamp it to be more in line with what the company offers (and what its best prospects are looking for)

Results 4 months after site launch:

86% INCREASE IN ORGANIC VIEWS

738 NEW MQLS

31 NEW CUSTOMERS

14% INCREASE IN MONTHLY SALES

SOLUTION

- New website and implementation of an optimized inbound marketing program, including a comprehensive SEO strategy
- New logo and branding/style guide



HubSpot 2019 IMPACT AWARDS
WEBSITE DESIGN

CASE STUDY: GORDON FLESCH® COMPANY, INC.

PROBLEM

- Poor visibility in organic search
- Outdated website
- The company hadn't effectively communicated the broad range of capabilities or their significant potential value to prospects and customers – many thought GFC was a company whose sole business was to lease office printers

Results 6 months after site launch:

407 NEW MQLS

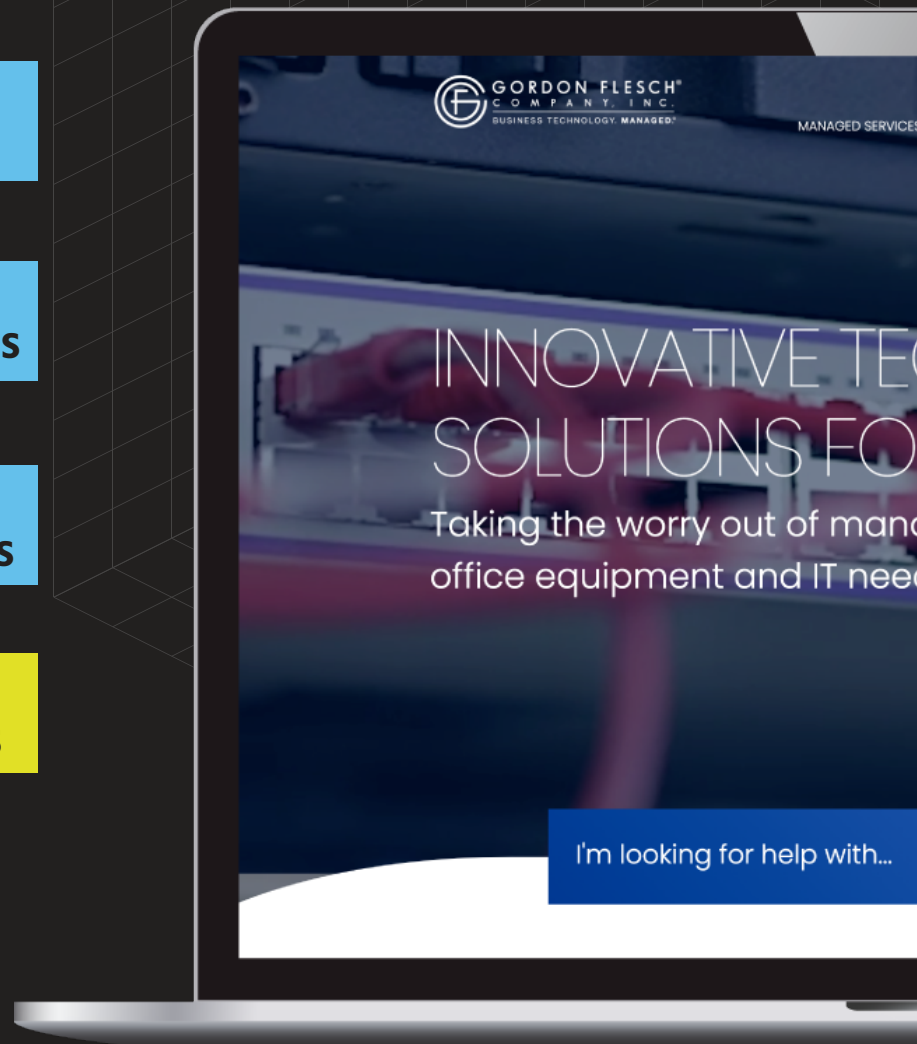
230 NEW SQLS
IN 5 MONTHS

\$394k IN NEW
SALES OPPS

15 NEW
CUSTOMERS

SOLUTION

- New website and implementation of a custom inbound marketing program, including the creation of the GFC blog
- Creation of a Service Level Agreement (SLA) that defined and formalized how leads would be qualified, managed, assigned, and followed up on



CASE STUDY: GORDON FLESCH® COMPANY, INC. (CONTINUED)

“TODAY, **GFLESCH.COM** IS A FULL-FEATURED WEBSITE TEEMING WITH GRAPHICS, VIDEOS, 600-PLUS BLOGS, FREE DOWNLOADS AND CALLS TO ACTION FOR CLIENTS AND PROSPECTS TO INTERACT WITH THE DEALER. RECENTLY, A LIVE CHAT FEATURE WAS ADDED TO PROVIDE REAL-TIME INFORMATION. IN LESS THAN FIVE YEARS, THE SITE HAS PRODUCED MORE THAN 4,000 LEADS, 1,000+ SALES AND REVENUES OF \$13.6 MILLION, OF WHICH \$7.5 MILLION IS REPRESENTED BY NET-NEW CUSTOMERS.

THE AVERAGE LIFETIME VALUE OF THE CUSTOMERS IS \$187,000, WHICH TRANSLATES TO \$82 MILLION OVER THE NEXT 10 YEARS.”

The screenshot shows the ENX magazine website interface. At the top, there are logos for ENX magazine and ENX THE WEEK IN IMAGING. A navigation bar includes links for HOME, THE WEEK IN IMAGING, NEWS, ELITE DEALERS, DIFFERENCE MAKERS, ENX ARCHIVES, WEBINAR, and JOB OPENINGS. The main content area features a featured article titled "Inbound Gold: Unlimited Potential Awaits Dealers Willing to Develop Effective Marketing Initiatives" by Erik Cagle, dated Monday, September 27, 2021. The article text describes how Connie Dettman, who joined Gordon Flesch Company (GFC) in 2016, led a website relaunch and implemented an inbound marketing program that resulted in 4,000 leads, 1,000+ sales, and \$13.6 million in revenue, with \$7.5 million from net-new customers. The average lifetime value of these customers is \$187,000, totaling \$82 million over the next 10 years. The article also includes a photo of Connie Dettman and a "View Article" button. On the right side of the page, there is a vertical banner for "MEET 2021 ELITE DEALERS" and a "PRECISION ROLLER" logo with "WHOLESALE PRICING" text.



CASE STUDY: PUMPTEC

PROBLEM

Amidst a global pandemic and struggling economy, Pumptec was ill-prepared for selling in a digital world. Manual processes made it almost impossible to share and track information or gauge marketing and sales efforts. In addition, their online presence didn't reflect the robust capabilities, quality, and industry expertise they were known for – and they hadn't published a blog post in seven years.

Results 10 months after site launch:

39% INCREASE IN SALES IN THE FIRST 9 MO.

89% INCREASE IN AVG NEW CUSTOMER SALE

33% REDUCTION IN CUSTOMER ONBOARDING TIME & SALES CYCLE

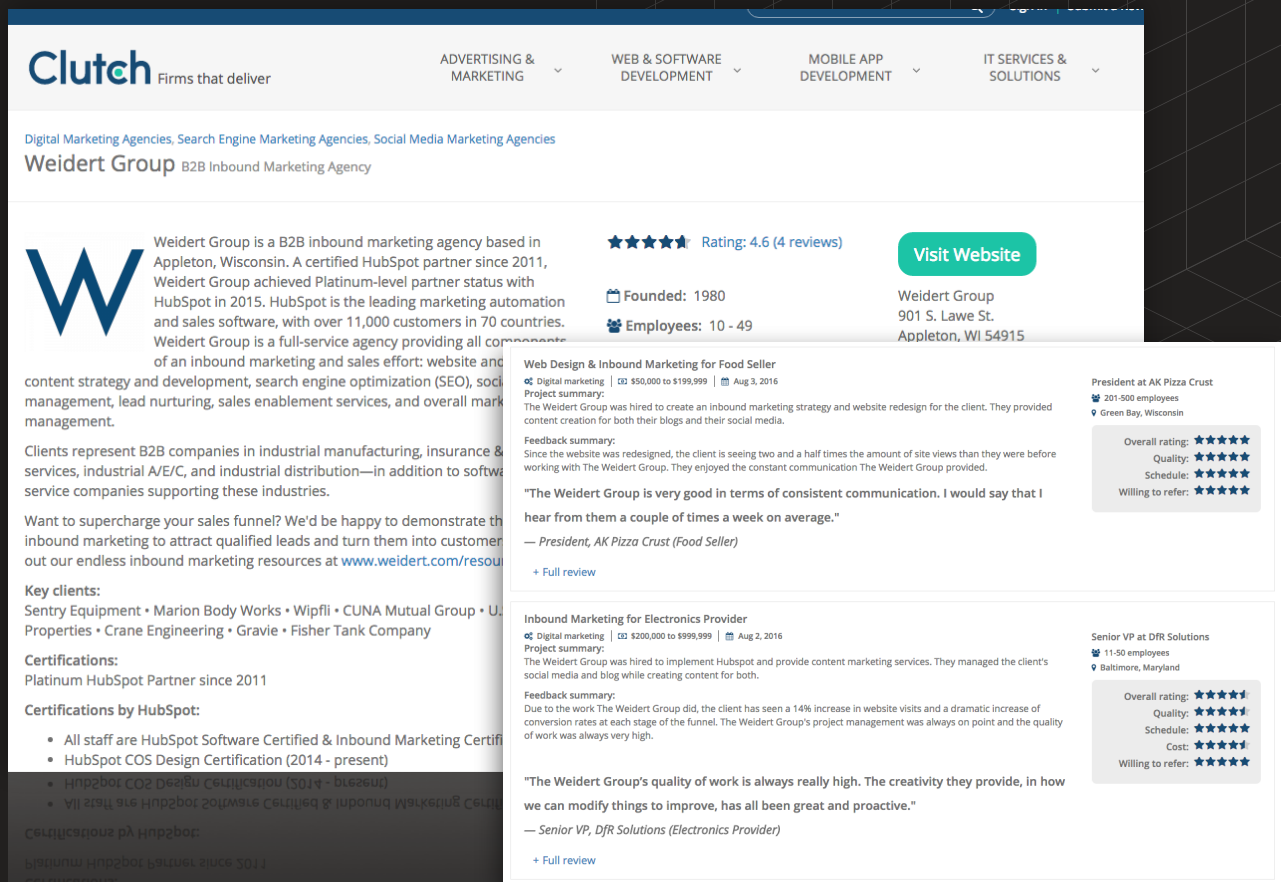
SOLUTION

A new website using HubSpot CMS and reintroduction of a regular blog and gated advanced content pieces helped Pumptec leverage inbound marketing for business growth. By using HubSpot's full CRM suite and sales enablement tools, Pumptec also reduced friction for their Sales and Service teams through better tracking, managing and responding to prospects and customers.



"BEFORE WORKING WITH WEIDERT GROUP AND HUBSPOT, WE WERE DOING A LOT OF COLD CALLING. NOW, LEADS ARE FINDING US." – STEVE BABCOCK, PUMPTEC

“I LIKE THEIR RESPONSIVENESS AND FORWARD, OUT-OF-THE-BOX THINKING.”



The screenshot shows the Clutch profile for Weidert Group, a B2B Inbound Marketing Agency. The profile includes a navigation bar with categories like Advertising & Marketing, Web & Software Development, Mobile App Development, and IT Services & Solutions. The main content area features a large 'W' logo, a brief description of the agency, and a 'Visit Website' button. Below this, there are two detailed client reviews. The first review is from the President of AK Pizza Crust, praising the agency's consistent communication and responsiveness. The second review is from the Senior VP of DFR Solutions, highlighting the agency's creativity and proactive approach to project management. Both reviews include star ratings and a 'Full review' link.

Clutch Firms that deliver

ADVERTISING & MARKETING | WEB & SOFTWARE DEVELOPMENT | MOBILE APP DEVELOPMENT | IT SERVICES & SOLUTIONS

Digital Marketing Agencies, Search Engine Marketing Agencies, Social Media Marketing Agencies

Weidert Group B2B Inbound Marketing Agency

W Weidert Group is a B2B inbound marketing agency based in Appleton, Wisconsin. A certified HubSpot partner since 2011, Weidert Group achieved Platinum-level partner status with HubSpot in 2015. HubSpot is the leading marketing automation and sales software, with over 11,000 customers in 70 countries. Weidert Group is a full-service agency providing all components of an inbound marketing and sales effort: website and content strategy and development, search engine optimization (SEO), social management, lead nurturing, sales enablement services, and overall marketing management.

Clients represent B2B companies in industrial manufacturing, insurance & services, industrial A/E/C, and industrial distribution—in addition to software service companies supporting these industries.

Want to supercharge your sales funnel? We'd be happy to demonstrate the inbound marketing to attract qualified leads and turn them into customers out our endless inbound marketing resources at www.weidert.com/resources

Key clients:
Sentry Equipment • Marion Body Works • Wipfli • CUNA Mutual Group • U. Properties • Crane Engineering • Gravie • Fisher Tank Company

Certifications:
Platinum HubSpot Partner since 2011

Certifications by HubSpot:

- All staff are HubSpot Software Certified & Inbound Marketing Certified
- HubSpot COS Design Certification (2014 - present)
- HubSpot COS Design Certification (2014 - present)
- All staff are HubSpot Software Certified & Inbound Marketing Certified

Rating: 4.6 (4 reviews)

Visit Website

Founded: 1980

Employees: 10 - 49

Weidert Group
901 S. Lawe St.
Appleton, WI 54915

Web Design & Inbound Marketing for Food Seller

Digital marketing | \$50,000 to \$199,999 | Aug 3, 2016

Project summary:
The Weidert Group was hired to create an inbound marketing strategy and website redesign for the client. They provided content creation for both their blogs and their social media.

Feedback summary:
Since the website was redesigned, the client is seeing two and a half times the amount of site views than they were before working with The Weidert Group. They enjoyed the constant communication The Weidert Group provided.

"The Weidert Group is very good in terms of consistent communication. I would say that I hear from them a couple of times a week on average."

— *President, AK Pizza Crust (Food Seller)*

+ Full review

Inbound Marketing for Electronics Provider

Digital marketing | \$200,000 to \$999,999 | Aug 2, 2016

Project summary:
The Weidert Group was hired to implement HubSpot and provide content marketing services. They managed the client's social media and blog while creating content for both.

Feedback summary:
Due to the work The Weidert Group did, the client has seen a 14% increase in website visits and a dramatic increase of conversion rates at each stage of the funnel. The Weidert Group's project management was always on point and the quality of work was always very high.

"The Weidert Group's quality of work is always really high. The creativity they provide, in how we can modify things to improve, has all been great and proactive."

— *Senior VP, DFR Solutions (Electronics Provider)*

+ Full review

President at AK Pizza Crust
201-500 employees
Green Bay, Wisconsin

Overall rating: ★★★★★
Quality: ★★★★★
Schedule: ★★★★★
Cost: ★★★★★
Willing to refer: ★★★★★

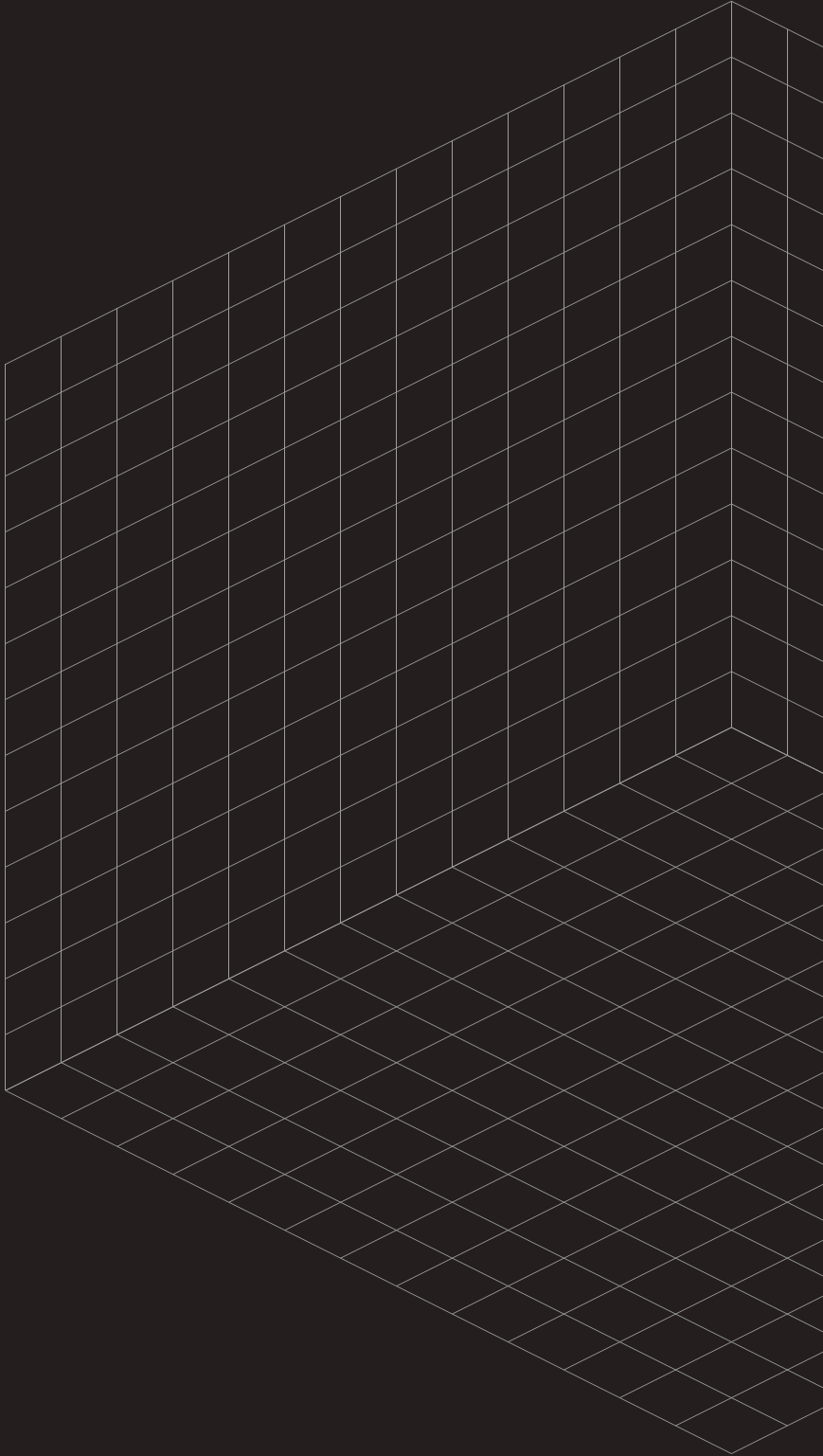
Senior VP at DFR Solutions
11-50 employees
Baltimore, Maryland

Overall rating: ★★★★★
Quality: ★★★★★
Schedule: ★★★★★
Cost: ★★★★★
Willing to refer: ★★★★★

<https://clutch.co/profile/weidert-group>



DETAILS



TECHNOLOGY BUDGET

HUBSPOT MARKETING PRO + CMS PRO

- Marketing Hub Pro with 2,000 Marketing contacts
- All non-marketing contacts are free, up to a limit of 15 million overall contacts
- Everyone in your company gets access to HubSpot's free features
- CMS Hub Pro for website, includes hosting

Total: \$1,160/month (10% discount applied assuming annual payment)

Note: HubSpot's onboarding one-time fees (\$3,000) waived in lieu of working with Weidert Group

MARCH - APRIL BUDGET

DELIVERABLES: MARCH - APRIL 2023

BRANDING STRATEGY

QComp Branding Strategy	\$36,529
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ACCOUNT MANAGEMENT

New Client Orientation and Level 2 Meetings & Support	\$8,663
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- **Branding total** (\$45,192) to be split billed between the months of Mar - Apr
- **Does not include** WI Sales Tax on applicable deliverables

MAY - JUNE BUDGET

DELIVERABLES: MAY - JUNE 2023

INBOUND PLAN & PLAYBOOK

Inbound Plan & Playbook	\$27,581
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PROGRAM SETUP & SUPPORT

HubSpot Setup	\$330
Simple Workflow Setup	\$2,228
Backend Automation Setup	\$743
Lead Scoring Setup	\$735
Paid Ads Setup, Creative Elements and Launch	\$8,044
Brand Styling Guide	\$1,733
Reporting Template & Databoards Setup	\$1,890
Level 2 Meetings & Support	\$7,897

- **Inbound Playbook and Program Setup total (\$51,181)** to be split billed between May - July
- **Does not include** WI Sales Tax on applicable deliverables

WEBSITE BUDGET

DELIVERABLES: OPTION A or OPTION B

OPTION A: WEBSITE MIGRATION TO HUBSPOT & IM ENABLEMENT

HubSpot Migration Fee	\$100*
Weidert Group Project Management & Template Development	\$12,334

OPTION B: WEBSITE REDESIGN

Requires Scoping	TBD
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* This transaction is between QComp and HubSpot. Your website is approved for migration with expected changes.

1ST 90-DAY ROADMAP BUDGET

DELIVERABLES: JULY - SEPT 2023	
BLOGS	
(4) Technical Blogs w/Interviews	\$4,680
(3) Technical Blogs	\$4,388
PAID ADS	
Ongoing Paid Ads Management	\$2,430
VIDEO	
Video Budget	\$5,000
TARGET-SPECIFIC ADVANCED CONTENT	
(1) 5-8 Page Advanced Content Piece	\$3,948.75
(1) Content Support Set	\$2,047.50
SEO	
Ongoing SEO (Starter)	\$1,890
MONTHLY REPORTING & 90-DAY ROADMAPPING	
Monthly Metrics Report + Quarterly Roadmap & Ed Cal Planning	\$5,625
ACCOUNT MANAGEMENT	
Level 2 Meetings & Support	\$7,897.50

- **Roadmap total** (\$37,907) to be split billed between the months July - Sept
- **Does not include** recommended ad spend of \$3,000 per month
- **Does not include** WI Sales Tax on applicable deliverables

12-MONTH BUDGET RECOMMENDATION

WEIDERT GROUP BUDGET												
	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
BRANDING (pg 28)												
Branding Project	\$22,596	\$22,596										
INBOUND PLAN & PLAYBOOK + SETUP (pg 29)												
Plan & Playbook + Setup			\$25,591	\$25,591								
WEBSITE (pg 30)												
OPTION - TBD	TBD											
JULY - SEPT 90-DAY ROADMAP												
Core Program					\$12,636	\$12,636	\$12,636					
OCT - DEC 90-DAY ROADMAP												
Core Program								\$12,636	\$12,636	\$12,636		
JAN - MAR 90-DAY ROADMAP												
Core Program											\$12,636	\$12,636
Subtotal	\$22,596	\$22,596	\$25,591	\$25,591	\$12,636	\$12,636	\$12,636	\$12,636	\$12,636	\$12,636	\$12,636	\$12,636
Ad Spend					\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
HubSpot License	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
TOTAL	\$22,596	\$22,596	\$25,591	\$25,591	\$15,636	\$15,636	\$15,636	\$15,636	\$15,636	\$15,636	\$15,636	\$15,636

- **Does not include** WI Sales Tax on applicable deliverables

TERMS & CONDITIONS

- Any work performed by Weidert Group remains the intellectual property of the Agency until it is paid for in full by the Client
- Production timelines may vary due to many interdependent factors, including but not exclusive to delay of Client input and approvals at each stage of the development process
- Client changes above and beyond stated scope during the development process could also delay timelines and will be subject to additional charges not outlined in this Agreement
- Terms: 1% 10, net 30. Paid ads NET 10. Finance charges are 18% on an annual rate and 1.5% on a monthly rate on past due balances
- Proposal is null and void after 30 days without completed signatures



LET'S DO THIS!

COMPLETE THE FOLLOWING STEPS
AND WE'LL GET STARTED!

1

Review proposal and provide feedback

2

Sign Weidert Group formal roadmap quote for branding strategy, Inbound Plan & Playbook, and website redesign (to be provided once proposal is finalized)

3

Schedule the Kickoff Meeting and Workshops!

THE CONTENTS OF THIS PROPOSAL
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